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CPSC OFFERS TEMPORARY RELIEF IN CPSIA TESTING PPAI Applauds As First Step; Appeals For Member Action

Irving, Texas, (February 2, 2009) Last Friday, January 30, the U.S. Consumer Product Safety Commission voted unanimously to issue a one-year stay of enforcement for certain testing and certification requirements for manufacturers and importers of regulated products, including products intended for children 12 years old and younger. These requirements are part of the Consumer Product Safety Improvement Act (CPSIA), which added certification and testing requirements for all products subject to CPSC standards or bans.

While the **Promotional Products Association International (PPAI)** applauds this decision, it continues to find fault with the law itself and believes that the testing requirements for the promotional products industry are onerous and ill defined.

The CPSC's decision provides limited relief from the testing and certification requirements which go into effect on February 10, 2009 for new total lead content limits, phthalates limits for certain products, and mandatory toy standards, among other things. Manufacturers and importers of children's products will not need to test or certify to these new requirements. However, it is important to note that the products will still need to meet the lead and phthalates limits, mandatory toy standards and other requirements. The stay will remain in effect until February 10, 2010, at which time a Commission vote will be taken to terminate the stay.

"We have been working hard in Washington through the efforts of our own Washington lobbyist and through coalitions such as the National Association of Manufacturers CPSC Coalition and the Small Business Legislative Council to deliver the message to Congress and the CPSC that we need help in order to comply with the law, so we are pleased our efforts are showing some results," said Steve Slagle, CAE, president and CEO of PPAI.

"While the relief is modest, it is relief," Slagle continued. "Getting testing and certification done in time to comply with the law and meet the expectations of end buyers has been a challenge. This action demonstrates that the CPSC and lawmakers are beginning to realize what we have known for some time—the law is ambiguous and the expectations and deadlines for compliance are unrealistic."

As an Association, PPAI calls upon all of its members to voice their concerns regarding this act and the financial impact its enforcement will have on the small business community.

“If you read the comments of the Commissioners, they acknowledged what made the difference in convincing them to act,” said Sherri Lennarson, MAS, board chair for PPAI. “They conceded they reacted to grassroots pressure. If there was ever a confirming message that each of us has to get involved, this is it. They specifically mention blogs and e-mails. I urge everybody in our industry to go to PPAI LAW and send a message to Congress opposing this act.”

The stay does not apply to four requirements for third-party testing and certification of certain children’s products subject to:

- The ban on lead in paint and other surface coatings effective for products made after December 21, 2008;
- The standards for full-size and non full-size cribs and pacifiers effective for products made after January 20, 2009;
- The ban on small parts effective for products made after February 15, 2009; and
- The limits on lead content of metal components of children’s jewelry effective for products made after March 23, 2009.

For full details of the CPSC action, go to www.cpsc.gov.

To take action and voice opposition to the CPSIA, follow these five simple steps:

1. **Learn:**

- Familiarize yourself with the issue by visiting PPAI LAW <http://www.capwiz.com/ppa/home/> A sample message that can be used for any type of communication is included.
- Identify your Representative and Senators. Visit www.house.gov and www.senate.gov The House site allows you to type in your zip code to find your Representative. These sites will provide you with all the information you need about your Senators and Representative to communicate with them.

2. **Call:**

- Your local congressional office, explain that you are a constituent and tell them that you oppose this law.
- Call the Washington office, again explain you are a constituent and voice your opposition.

3. **Fax:**

- Send a fax to both the local congressional office and the Washington office. (You may have to call the office to get a fax number.) Modify the sample letter and be sure to clearly identify yourself as a constituent in the fax.

4. **E-mail:**

- E-mail your representatives. Include either your zip code or the name of your town in the subject line and clearly identify yourself as a constituent. *You can send an e-mail from the PPAI L.A.W. site or from www.house.gov and www.senate.gov*

5. **Do not mail a letter.** Mail does not get delivered to congressional offices on a timely basis.

The material related to the CPSIA, including a sample letter, the [guide to the CPSIA](#) and links to archived webinars addressing this law are available on the [Product Safety page](#) of the PPAI website.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and

memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, publications, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

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